



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

# CONTRACT

<u>Contract / Revision</u> 332444 / 1		<u>Alt Order #</u>
<u>Product</u> NEW YORK OCT8-OCT14		
<u>Contract Dates</u> 10/08/12 - 10/14/12	<u>Estimate #</u> 11699	
<u>Advertiser</u> GILLIBRAND FOR SENATE		<u>Original Date / Revision</u> 08/28/12 / 09/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNBC	<u>Account Executive</u> Tony Chiulli	<u>Sales Office</u> New York Local
<u>Special Handling</u>		
<u>Demographic</u> RA1849		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42650		<u>Advertiser Ref</u> 23254

And:

**MEDIA STRATEGIES & RESEARCH VA**  
**11350 RANDOM HILLS ROAD**  
**SUITE 670**  
**FAIRFAX, VA 22030**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WNBC	10/08/12	10/14/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	4	\$2,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-111--				4	\$500.00			
2	WNBC	10/08/12	10/14/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	5	\$9,000.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	11111--				5	\$1,800.00			
3	WNBC	10/08/12	10/14/12	7-9A TODAY SHOW	7A-9A		:30			NM	7	\$22,750.00
	CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	12121--				7	\$3,250.00			
4	WNBC	10/08/12	10/14/12	7-9A SAT TODAY	7A-9A		:30			NM	1	\$1,200.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$1,200.00			
5	WNBC	10/08/12	10/14/12	7-830A SUN TINY @7A	7A-830A		:30			NM	1	\$800.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$800.00			
6	WNBC	10/08/12	10/14/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	1	\$1,000.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1----				1	\$1,000.00			
7	WNBC	10/08/12	10/14/12	4-5P M-F ELLEN	4-5P		:30			NM	2	\$2,000.00
	LUR											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 332444 / 1		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/14/12	<u>Product</u> NEW YORK OCT8-OCT	<u>Estimate #</u> 11699
<u>Advertiser</u> GILLIBRAND FOR SENA1		<u>Original Date / Revision</u> 08/28/12 / 09/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1---1--				2	\$1,000.00			
8	WNBC	10/08/12	10/14/12	5-6P M-F 5P NEWS	5-6P		:30			NM	2	\$1,900.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-1---				2	\$950.00			
9	WNBC	10/08/12	10/14/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	3	\$7,050.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-1-1--				3	\$2,350.00			
10	WNBC	10/08/12	10/14/12	7-730P M-F EXTRA	7-730P		:30			NM	1	\$2,000.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$2,000.00			
11	WNBC	10/08/12	10/14/12	730-8P M-F ACCESS HLLY\	730P-8P		:30			NM	1	\$2,400.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$2,400.00			
12	WNBC	10/08/12	10/14/12	T10-11P PARENTHOOD	10-11P		:30			NM	1	\$14,000.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$14,000.00			
13	WNBC	10/08/12	10/14/12	11-1135P M-SU L NEWS 20C\	11P-1135P		:30			NM	4	\$21,600.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	111-1--				4	\$5,400.00			
14	WNBC	10/08/12	10/14/12	11-1135P M-SU L NEWS 20C\	11P-1135P		:30			NM	1	\$5,400.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$5,400.00			
15	WNBC	10/08/12	10/14/12	1135P-1235A M-F TNGT SH\	1135P-1235A		:30			NM	1	\$1,400.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$1,400.00			
Totals											35	\$94,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	35	\$94,500.00	\$80,325.00
<b>Totals</b>	<b>35</b>	<b>\$94,500.00</b>	<b>\$80,325.00</b>

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<u>Advertiser</u> <b>GILLIBRAND FOR SENA1</b>		<u>Original Date / Revision</u> 08/28/12 / 09/19/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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